

Station KTNV-TV LAS VEGAS, NV

Advertiser () .DCCC/OCEGUERA

Product D C.C.C./OCEGUERA

Estimate# 1817

Buyer Maura Gilroy

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 136/142/1817

Flight Dates 09/19/2012 - 09/25/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 21,550
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	5A-6A	ACTION NWS@5AM<	:30	\$125.00	09/19-09/21	1	1	1	\$125.00	
	2	W-F	6A-7A	ACTION NWS@6AM<	:30	\$225.00	09/19-09/21	2	1	2	\$450.00	
	3	W-F	7A-9A	GD MRN AMR-ABC<	:30	\$225.00	09/19-09/21	2	1	2	\$450.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$200.00	09/22-09/22	1	1	1	\$200.00	
	5	SA	7A-8A	GD MRN-SAT-ABC	:30	\$300.00	09/22-09/22	1	1	1	\$300.00	
	6	W-F	10A-11A	VIEW-ABC	:30	\$400.00	09/19-09/21	1	1	1	\$400.00	
	7	W-F	11A-12P	ACTN NEWS@11AM<	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	
	8	W-F	3P-330P	MILLIONAIRE	:30	\$200.00	09/19-09/21	1	1	1	\$200.00	
	9	W-F	4P-5P	JUDGE JUDY	:30	\$250.00	09/19-09/21	1	1	1	\$250.00	
	10	W-F	5P-530P	ACTION NWS@5PM<	:30	\$400.00	09/19-09/21	2	1	2	\$800.00	
	11	W-F	6P-7P	6P NEWS	:30	\$450.00	09/19-09/21	2	1	2	\$900.00	

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	12	M	8P-10P	DANCING W/THE STARS PREMIER	:30	\$10,000.00	09/24-09/24	1	1	1	\$10,000.00	
	13	SU	8P-11P	EMMYS	:30	\$2,000.00	09/23-09/23	1	1	1	\$2,000.00	
	14	W-F	11P-1135P	NEWS	:30	\$650.00	09/19-09/21	2	1	2	\$1,300.00	
	15	SU	11P-1135P	ACTION NWS@11P<	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	16	M-TU	5A-6A	ACTION NWS@5AM<	:30	\$125.00	09/24-09/25	1	1	1	\$125.00	
	17	M-TU	6A-7A	ACTION NWS@6AM<	:30	\$225.00	09/24-09/25	1	1	1	\$225.00	
	18	M-TU	7A-9A	GD MRN AMR-ABC<	:30	\$225.00	09/24-09/25	1	1	1	\$225.00	
	19	M-TU	10A-11A	VIEW-ABC	:30	\$400.00	09/24-09/25	1	1	1	\$400.00	
	20	M-TU	11A-12P	ACTN NEWS@11AM<	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
	21	M-TU	3P-330P	MILLIONAIRE	:30	\$200.00	09/24-09/25	1	1	1	\$200.00	
	22	M-TU	5P-530P	ACTION NWS@5PM<	:30	\$400.00	09/24-09/25	1	1	1	\$400.00	
	23	M-TU	6P-7P	6P NEWS	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
	24	M-TU	11P-1135P	NEWS	:30	\$650.00	09/24-09/25	1	1	1	\$650.00	

---REPORT TOTALS---

Report Totals: 32 / \$21,550.00

---SALES MONTHLY TOTALS---

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Sep 12: 32 / \$21,550.00

Sales Totals: 32 / \$21,550.00

Station Totals: 32 / \$21,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,833	KBLR	0%	KLAS	17%	KSNV	19%	KTNV	30%	KTUD	0%
		KVCW	0%	KVMY	3%	KVVU	31%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE